



thomasARTS

Scott Howell for Senate 2012 TV Revision #1

10/8/2012

Client: Scott Howell for US Senate
Media: TV
Product: Political
Market: Salt Lake City-Ogden
Flight Date: 10/15/2012-11/11/2012

Estimate: 965
Description: Scott Howell for Senate October 2012 TV
Survey: Nov12 Proj. (Nov11 HUT, May12 SHR) DMA Nielsen Live+SD
Buyer: Shannon Hudson

Contact Name: Tracie Palmer
Contact Phone: 801- 575-7467
Contact Fax: 801-575-5830
Contact Email: tpalmer@ksl.com

of SPOTS PER WEEK

Station	Affil	Day	DP	Time	Program	Adults 18+ RTG	Adults 18+ IMP(000)	Dur	10/15	10/22	10/29	11/5	Total Spots	STN Gross Cost	CPP	Notes
KSL-TV	NBC	M-F	DT	12:00p- 1:00p	KSL 5 NWS- NOON<	1.3	26	30	0	5	5	0	10	\$330.00	\$253.85	
KSL-TV	NBC	M-Tu	DT	12:00p- 1:00p	KSL 5 NWS- NOON	1.3	25	30	0	0	0	2	2	\$330.00	\$253.85	
KSL-TV	NBC	M-F	RT	5:00p- 5:30p	KSL 5 NWS AT 5	2.4	47	30	0	5	5	0	10	\$875.00	\$364.58	
KSL-TV	NBC	M-Tu	RT	5:00p- 5:30p	KSL 5 NWS AT 5	2.8	55	30	0	0	0	1	1	\$875.00	\$312.50	
KSL-TV	NBC	M-Th	PA	6:30p- 7:00p	KSL 5 NWS- 6:30	2.4	47	30	0	3	3	0	6	\$775.00	\$322.92	
KSL-TV	NBC	M	PA	6:30p- 7:00p	KSL 5 NWS- 6:30	2.6	51	30	0	0	0	1	1	\$775.00	\$298.08	
KSL-TV	NBC	M-F	LN	10:00p-10:35p	KSL 5 NWS- 10<	5.3	104	30	0	5	5	0	10	\$3,000.00	\$566.04	



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KSL-TV	NBC	M	LN	10:00p-10:35p	KSL 5 NWS-10<	5.6	110	30	0	0	0	1	1	\$3,000.00	\$535.71	
KSL-TV	NBC	M-F	LF	10:35p-11:35p	TONITE SHW-NBC<	3.0	58	30	0	4	4	0	8	\$800.00	\$266.67	
KSL-TV	NBC	M	LF	10:35p-11:35p	TONITE SHW-NBC<	3.0	59	30	0	0	0	1	1	\$800.00	\$266.67	
KSL-TV	NBC	Su	RT	7:00a- 8:00a	SUN TODAY-NBC	1.0	20	30	0	1	1	0	2	\$225.00	\$225.00	
KSL-TV	NBC	Su	RT	8:00a- 9:00a	MEET PRESS-SUN	1.5	30	30	0	1	1	0	2	\$350.00	\$233.33	
KSL-TV	NBC	Su	RT	9:00a- 9:30a	SU EDTN-LINDSY	1.6	31	30	0	1	1	0	2	\$185.00	\$115.63	
KSL-TV	NBC	Su	RT	10:00a-10:30a	MORMON TIMES	2.8	55	30	0	1	1	0	2	\$130.00	\$46.43	



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# of SPOTS PER WEEK																
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KSL-TV	NBC	Su	RT	10:30a-11:00a	HISTORY- SAINTS	1.7	34	30	0	1	1	0	2	\$130.00	\$76.47	
KSL-TV	NBC	Su	LN	10:00p-10:35p	KSL 5 NWS- 10<	4.9	96	30	0	1	1	0	2	\$3,000.00	\$612.24	
KSL-TV	NBC	Sa	RT	5:00a- 7:00a	SATURDAY TODAY	0.3	6	30	0	0	1	0	1	\$40.00	\$133.33	
Station Total:						172.3	3382						63	\$67,290.00		
Spots Per Week									0	28	29	6	63			
Cost Per Week									0	30,570	30,610	6,110	67,290			
TRPs Per Week									0.0	77.7	78.0	16.6	172.3			

SCHEDULE TOTALS

TOTAL SPOTS: 63
 TOTAL COST: \$67,290.00
 TOTAL Adults 18+ TRPs: 172.3
 TOTAL Adults 18+ CPP: \$390.54
 TOTAL Adults 18+ Reach Pct/Frequency: 35.3%/4.9
 TOTAL Adults 18+ GIMPs(000): 3,382
 TOTAL Adults 18+ CPM: \$19.90
 TOTAL Adults 18+ Reach Pct/Frequency: 35.3%/4.9

Agreed to and Accepted by: _____

Disclaimer:

ANY MAKE GOOD NOTIFICATIONS MUST BE MADE IN WRITING AND HAVE THE BUYERS SIGNATURE FOR APPROVAL. ESTIMATE NUMBER IS REQUIRED ON STATION INVOICES FOR PAYMENT. Any spots that run out of the time period, are not approved by the buyer or without proper (30 minute) separation will not be paid. All proposed make good spots must replace the total estimated points that were missed.